

# CITY OF AUSTIN INTERNATIONAL PROGRAM

Linking Austin with Communities  
and Businesses Around the World



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The [City of Austin International Economic Development Program](#) is the City's focal point for international business, trade, educational and cultural activities.

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JULY 2012

Happy Summer!

This week, the City of Austin launched its [new website](#) dedicated to providing information about the U.S. Grand Prix. Austin will host this global event November 16-18. Visitors, residents, and businesses can quickly find answers to all their Grand Prix questions on this site. Users can translate the site into Spanish, Arabic, French, German, Italian or Portuguese with the click of a button at the bottom of every page. For more information about the Grand Prix and how local businesses can prepare, make sure you save the dates for [our upcoming training sessions](#) in August.

At the beginning of this month, we welcomed a delegation led by the King and Queen of the [Bambui Fondom](#) in western Cameroon to City Hall. The delegation met with City staff in the Music, Cultural Arts, and International Economic Development divisions to discuss best practices for leveraging music and the arts to stimulate economic growth.

We are looking forward later in July to meeting with a delegation from Medellin, Colombia brought to Austin by UT's IC2 Institute. The delegation will include the director of Ruta N, a technology innovation center, and the winning team of a technology commercialization competition. Several summer programs are also bringing international visitors to Austin, including students from Nanjing, China who will be studying at UT.

In this edition of the newsletter, we profile the international sustainable development non-profit [CTC International](#), talk to [RenderStream](#) about their export business in high-performance computing, and tell you about our exchanges with our Sister City of [Taichung, Taiwan](#).

We want to hear from you! If you are a non-profit or government entity and have an upcoming international event or activity that you would like us to mention in the newsletter, please email [Natalie Betts](#). Please submit events **before the 10th of the month**. Also [let us know](#) if you would like to be featured in a business or non-profit profile, and send us your feedback on our newsletter content.

## Thinking Local, Going Global: Austin Business Profile of the Month

### RenderStream

[RenderStream, LLC](#) is a local small business that is successfully selling its high-performing computing products abroad. The company earned a nomination for the Small Business Exporter of the Year at the 2012 Austin International Awards. In this profile, RenderStream's Senior Partner [John Petersen](#) discusses why cultural sensitivity, finding good distributors, and utilizing local export assistance resources are key to succeeding in international business.

### Tell us about your company and its international reach:

RenderStream provides high-performance computing for Artists, Architects, Animators, Scientists, Engineers, Information Security specialists and Ecommerce. The company originally formed to fill a need for high quality, knowledgeable computer hardware suppliers in the high-end computing market. RenderStream's specific niche lies in serving the computer graphics/animation industry as well as the scientific computing community.

[Brazil Energy and Power X](#)

[Telecom City Catwalk12 & DevCon](#)

[2012 GlobalAustin Citizen Diplomacy Summit and CTAUN Conference](#)

[2012 NASCO Conference](#)

[Texas- Africa Business Summit](#)

[U.S. Pavilion at GITEX Technology Week](#)

[U.S.-Mexico Border Energy Forum](#)

[Mexico City Trade Mission](#)

[Panama Trade Mission](#)

[Education Mission to Brazil](#)

[Smart Grid Trade Mission to London](#)

[Life Sciences Mission to Australia](#)

[Multi-Sector Mission to South Africa and Zambia](#)

[Trade Mission to Egypt and Kuwait](#)

[Exporting to Mexico: Documentation and HS Number Webinar](#)

[Doing Business with Pakistan](#)

[Smart Grid & Brazil: Opportunities for U.S. Green Tech Companies Webinar](#)

[Latin America Caribbean Forum](#)

[Coffee with the Consul General](#)

[Exporting as a Creative Professional](#)

[Mexico's Solar Market Webinar](#)

[Website Optimization to Attract International Buyers](#)

[To Asia and Beyond: Access Opportunities at the Asia Television Forum](#)

[Multi-Ethnic Chamber Alliance \(MECA\) Career & Opportunities Expo](#)

[The Present and Future of the Republic of China \(Taiwan\)](#)

[Preparing for the U.S. Grand Prix](#)

[The Arab World Unbound:](#)

Our founders have extensive backgrounds in these fields and we use this experience to build a better product.

RenderStream supplies several market sectors with innovative integrated solutions. For the graphic arts and computer-aided-design community's we provide not only high end computers and workstations but complete animation studios with our boutique "Artie" to our industrial strength "Omnia" product lines that contain remote access graphics workstations, render farm clusters and high-speed reliable storage. For the information security, scientific and engineering computing we provide high-performance computing clusters specializing in Graphics Processing Unit (GPU) based high performance computers and clusters such as our Visualization and Data Analysis Computers (VDAC). With a maximum theoretical peak speed of 36.64 TFLOP/second (Tera Floating Point Operations per second) we offer three of the fastest computer nodes on the planet.

Our growing base of satisfied customers spans a variety of industries. We cater to small one person boutiques on up to Fortune 500 companies and universities. RenderStream designed, built, installed and supports a large scale GPU visualization cluster for the Army High Performance Computing Research Center at Stanford University as well as a GPU-based high performance computing system installed at the Australian National University in Canberra, Australia. And we were selected to design, build, install (this month) and support the University of New Mexico Interdisciplinary Film and Digital Media Program (IFDM) render farm. Locally we are working with Spiderwood Studios, Moontower VFX and 3D Magic Factory. We succeed where others fail because of our holistic problem solving approach enables our customers to succeed.

Internationally we have customers in Australia, Japan, Canada, the Russian Federation and Turkmenistan. And we are currently active in Brazil, Israel, South Africa, China, South Korea, Saudi Arabia, Spain, France and Germany.

#### **What obstacles did you face to exporting your products, and how did you overcome them?**

Once at a function in Japan during a formal dinner party I was told that "...while I don't speak Japanese I know Japanese." This is key for working internationally; we pursue being culturally sensitive and adaptive. There is no room for the "ugly American" in our business. The next thing is to understand the technical, artistic, import, banking, payment and legal challenges for the customer and for us to do business. For the latter two it becomes important to do what we call a practice closing and delivery. In this process we learn who has to approve the purchase, preferred method of payment and method of delivery like direct shipment or "Ex Work" and finally go through preparation of the shipping papers. Every step of the way we rely on the people like Larry Tabash at the [Department of Commerce](#) (DoC) to get the job done. I can tell you the DoC is one of the best use of tax dollars that we've encountered.

Of course you have to get the word out, which we do by blogging and being active members of numerous pertinent on-line forums. We also see regulatory obstacles that act effectively as a trade barrier. For instance we cannot ship to the European Union without passing certain expensive electrical tests on our systems that are compliant within all our other markets. This forces us to sell limited non-customized products into the EU. Then there are tariffs that in Brazil, for instance, prohibitively raise the price of our products barring them from using the highest performance systems for the markets that we serve. To overcome this we are looking at building in Brazil but frankly do not yet have a solution.

#### **How has expanding to international markets benefited your company?**

Last year roughly 20% of our business was international. This year it is growing to nearly 30%-plus. The recognition has also helped us with our suppliers to grow stronger relationships.

#### **How many jobs at RenderStream LLC are related to exports?**

Currently we have two people at RenderStream and two at our OEM working on our international business activities.

[Tapping into the Power of 350 Million Consumers](#)

[Texas Goes Global and Green](#)

[NAFTA Series Solutions Scenarios](#)

[Introduction to INCOTERMS](#)

[Compliance, Standards and Regulations to Exporting Goods to Mexico](#)

[CGBP Exam Prep Course](#)

[Homestay Hosts Needed for Texas Intensive English Program](#)

[Art Across the Americas Call for Entries](#)

[Homestay Host Needed for Congress-Bundestag Youth Exchange Participant](#)

[Request for Stones for the Asian American Resource Center Public Art Project](#)

[Cultural Exchange Fund Accepting Applications](#)

[German Consul General Mobile Office Hours](#)



## Cultural Events

### Every Wednesday Morning

Coffee Mornings for International Spouses  
10:00 am- Noon  
University Presbyterian Church Fellowship Hall

Every Wednesday morning, GlobalAustin hosts gatherings to provide support, friendship and resources to those living in Austin because their spouses are here as students, scholars or professionals. Americans interested in meeting these visitors to Austin are also welcome.

[Learn more](#)

### July 12

Polish Movie Night: Boys Don't Cry  
7:00 pm  
Free  
Austin Public Library, Howson Branch

Austin Public Library has

## What tips do you have for other local businesses thinking about exporting their products?

Contact the Department of Commerce, banks and shipping companies to help you prep for the jump to international business. Make the web work for you. Innovate. Pick a country and open dialogue through official channels from DoC or via the web. Depending on the market finding value-added distributors can make or break you. For instance in Japan and South Korea without a distributor you'll be lost; it is absolutely critical to find a strong partner and make them look good.

## What's next for RenderStream?

We started the company in 2008 and each year we've pretty much doubled our business. This growth and the high level performance of our products have provided us the opportunity to merge with FTL Systems. At FTL we are incorporating our knowledge with theirs and are in the process of launching the world's fastest storage array and new Peta/Exascale-scale supercomputing and data center products using a unique processor, related 4G/5G wireless base station and solar products. As part of this effort we are introducing a new generation of data centers that uses our intellectual property to support mobile computing infrastructure with server-side rendering, graphics workstation desktop virtualization, storage and big data at a scale far beyond anyone else's roadmap.

We believe what we do with FTL is not just good business but is truly historic in that not since 1946 when technology transitioned from mechanical to electronic computers with ENIAC have we (technologists) made a thousand fold improvement in computational speed from one generation to the next. This new found power will have a profound effect and we believe ultimately will touch the lives of everyone on the planet. Currently FTL Systems has a C-round of funding open for pre-IPO infrastructure development.

## Non-Profit Profile of the Month: CTC International

This month we are pleased to feature [Comfort the Children International](#) for our non-profit profile. CTC International is an East Austin-based organization that has been working toward holistic sustainable development in Kenya for the past ten years. The CTC staff answered our questions about their organization, it's many innovative local partnerships, and how you can get involved.

### Tell us a little bit about your organization's history--how did you get started?

Our story is an amazing story of empowerment and sustainability. After CTC Founder Zane Wilemon finished his undergrad, he bought a one-way ticket to Kenya where he worked for a year as a medical aid, taught high school French, and served as the outreach coordinator for the Rift Valley Academy. While serving in this position, Zane visited the town of Maai Mahiu and was struck by the desperation of the community. He formed a friendship with Jeremiah Kuria (now President of CTC's Kenya operations), who was serving as a local pastor and the director of the Maai Mahiu Children's Home. Their friendship grew and developed into [Comfort the Children \(CTC\) International](#).

It was through day to day interactions with locals in the community that CTC evolved with its unique approach to holistic community development by forging genuine relationships. CTC now employs over 60 local Kenyans, serves the 60,000 residents of Maai Mahiu in the Rift Valley, promotes fundamental human rights, and creates sustainable change.

"After living in Kenya my first year in 2000, I recognized that we could not address one area of need adequately without addressing all areas equally," explains Zane. "Why? *Because they're all connected.* Deforestation leads to poor water supply. Poor water supply leads to economic deficiency. Economic deficiency leads to lack of health care and education... and the cycle continues." Through programs in five specific areas: Education, Environment, Economy, Health and Community, CTC works to combat the cycle of poverty by empowering lives through the creation of a new cycle of positive impact.

partnered with Austin Polish Society to present free monthly screenings of Polish films. *Boys Don't Cry* is a 1999 comedy about a group of teenagers in modern Warsaw. Directed by Olaf Lubaszenko. English subtitles.

[Learn more](#)

#### July 14

Bastille Day Fete 2012  
7:00-11:00 pm  
\$8 advance, \$10 door  
French Legation Museum

This celebration of the French National Day is presented by the Alliance Francaise d'Austin. The event will feature a silent auction and music by the Christine Albert French Show.

[Learn more](#)

#### July 31

Cine de Oro: La Mujer Que Yo Perdí/ The Lady I Lost  
9:30 am  
Free  
Mexican American Cultural Center

This is the story of Pedro, a revolutionary who fights against poverty and injustice, and about the woman who loves him and who is willing to die for him even though she doesn't belong to him. When war keeps them apart, he discovers love too late. Directed by Roberto Rodríguez, 1949. Spanish with English subtitles.

[Learn more](#)

#### August 4

Miró Quartet with Jorge Caballero  
7:30 pm  
\$27-53  
Dell Hall at The Long Center

Austin's Miró Quartet is returning to the stage with Naumberg Prize winner and Peruvian guitar master, Jorge Caballero. Following the enormous success of their KLRU-televised performance together at *Austin Pictures* on the ACL Live stage last October, these outstanding artists will perform a program of masterworks by Mozart, Paganini, Bach and Castelnuovo-Tedesco.

[Learn more](#)

### Describe some of your organization's upcoming events or activities:

CTC is celebrating our 10 year anniversary and will be taking teams of volunteers to invest and serve with our local development projects. This summer, we're welcoming three [Whole Planet Foundation](#) teams to Maai Mahiu, Kenya on their second annual trip. The teams consist of Whole Foods employees who are eager to help create a sustainable level of living in Kenya. Last year, the Whole Planet team broke ground on CTC's new land, beginning construction on an income-generating youth poultry project. This year, the teams will complete the first bakery in a town of 60,000 people!

We are also welcoming this year's medical teams from [Specially for Children](#) at Dell Children's Medical Center and medical professionals from the [University of Kansas Medical Center](#). These teams will work alongside CTC and the Kenya Ministry of Health to begin implementation of a 5-year strategic health plan for the Rift Valley region.

This fall, we are launching the Knowledge and Resource Center (KRC). The KRC will serve as the first library in the area, providing essential support to all of CTC's educational programs, including an Adult Literacy program. The Center will feature a computer lab from which CTC will conduct Internet Literacy training to enable and guide access to online resources such as study materials and job postings.

### What have you learned about the international community in Austin in your work with CTC International?

"I am because we are" is the heart of CTC International's philosophy (or *Ubuntu* as our friends in Maai Mahiu would say). This statement recognizes that our identity is based in community, and life is transformed through relationships. Austin's thriving *local to global* movement mirrors this creed. Recently at our June 2 [Soundcheck](#) Event, Austin's first philanthropic music festival, it was apparent that the people of Austin are dedicated to supporting companies and endeavors with core values that match their own.

In 2011, Austin-based Whole Planet Foundation brought a team with CTC to Kenya, which launched our new product: the reusable coffee sleeve sold at the Allegro coffee counter of Whole Foods Markets across the country. These cotton sleeves, called [L.I.F.E. Jackets](#), are made by mothers of special needs children in Kenya: providing an income for the mothers, education for their children, and a greener alternative to cardboard sleeves. Think of our mums when you pick one up!

One of the things we bring the Austin community is our East-side headquarters. Our space echoes the non-profit's focus on community by providing an arena for the neighborhood to meet and connect. CTC Garden is a hub for international community members to come together and share thoughts and ideas, while nurturing mutually-beneficial relationships. One example is our partnership with [Cazamance Café](#), an African-inspired, world fusion food trailer (open T-F 11am-3pm) located in the garden. Senegalese Owner Iba Thiam welcomes guests with his huge heart and culinary expertise. All food is organic and locally sourced.

### What are the opportunities for getting involved with CTC International?

There are many exciting ways to be a part of our *Ubuntu* story as CTC is always looking for individuals and companies to join us in creating positive sustainable change in Kenya and the US! We take [teams of volunteers](#) to Kenya each summer to work under one of our 5 initiatives: Education, Economy, Environment, Health & Community. For those interested in working with the US team, we have an [ongoing internship program](#). We are also always in need of extra hands at our Austin headquarters, the [CTC Garden](#). We rent out the beautiful downtown venue space connected to our office for weddings and private parties to supplement our administrative costs.

If you're interested in helping us tell our story, please [email us](#) or join us on [Facebook](#). Asante Sana! (Thank you!)

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**Sister City Spotlight:  
Taichung, Taiwan**

### June 2-August 19

Many Fold Manifolds Origami Exhibit  
\$9 (admission to Wildflower Center)  
McDermott Learning Center,  
Lady Bird Johnson Wildflower Center

As a special treat during the Lady Bird Johnson Centennial, the Wildflower Center offers origami artist extraordinaire Robert J. Lang. With a background in applied physics, Lang brings a unique perspective to the ancient art of paper folding.

He is a pioneer in computational origami and the development of formal design algorithms for folding. Lang will provide a treat of 25 of his nature subjects on site starting in June. The larger pieces will reach up to 4 feet, with many being completed during hours of folding of a single sheet of paper.

[Learn more](#)

### October 3-9

Tour of Guatemala  
Antigua and Lake Atitlán  
\$2,200

Join the Professional Development Center at UT-Austin on an exclusive cultural expedition to Guatemala. This is a unique opportunity to travel to historic Antigua, the heart of Guatemalan and Maya culture, and Lake Atitlán. Experience the culture, religion, history and archaeology of the region with expert instruction from University professors and Mesoamerican scholars. A unique mix of scholarly classes and corresponding field trips provides a rich travel and learning experience for all participants.

[Learn more](#)



### Conferences

#### August 13

Brazil Energy and Power X  
Houston, TX  
Save the Date!

[Taichung, Taiwan](#) and Austin have been Sister Cities since 1983. Taichung is a growing city of over 2.6 million people near Sun Moon Lake. It is home to nine universities and the Central Taiwan Science Park, which focuses on nanoscience and nanotechnology. Taichung has a rich cultural scene, with landmarks such as the Wan He Temple and the Feng Chia Night Market.

The [Austin-Taichung Sister Cities Committee](#) is focused on cultural exchange and hosts programs in Austin showcasing Taiwanese photography, music, and culinary arts. For the past two years, free photography exhibits introducing Austinites to Taiwanese history, scenery and daily life have been held at the Texas State Capitol. The committee has also hosted Taiwanese bands that travel to Austin to perform at SXSW. One of these bands, Fire EX, performed at City Hall for Austin Welcomes the World during SXSW2012. The committee provided free Taiwanese food to all the concert attendees during the performance.

In 2010 Austin and Taichung "exchanged mayors" when Mayor Hu led a delegation to visit Austin in January, and Mayor Leffingwell led a return delegation to Taichung in April.

2011 was an important year for the committee as they celebrated the 100th anniversary of the Republic of China. The committee joined with local organizations to put on the ROC Centennial Festival in May 2011, featuring variety stage shows, band music, information booths, traditional Taiwanese food and beverage, face painting, and prizes. In October, the committee organized a 32 member delegation to travel to Taichung. The delegation met with Taichung Mayor Jason Hu and represented Austin at the Torch of Peace ceremony, which was a part of Taiwan's National Day celebration.

This year, Austin and Taichung shared the honor of being named among the Top 7 Intelligent Communities of the Year. Taichung was selected in part for its pioneering efforts to connect all Taichung citizens to digital resources, including offering free internet at 300 places in the city and providing low-income children with free computers and subsidized broadband connection. Taichung is also a world "smart cities" leader; the city government has developed an intelligent traffic management system to reduce congestion and installed smart bus stops with LED screens that announce the arrival time of the next bus in multiple languages.

The [Austin-Taichung Sister Cities Committee](#) is always interested in welcoming new members who are interested in volunteering their time to facilitate exchange between the two cities. For more information, contact committee chair [Steve Yau](#) or [visit the committee's website](#).

To learn more about Taiwan, make sure to attend the free [presentation by Ambassador Daniel T.C. Liao](#), Director General of the Taipei Economic and Cultural Office in Houston, on August 9th.

### Featured International News Story: [U.S. Companies Expected to Increase International Trade](#) *Los Angeles Times*

The HSBC Global Connections Trade Forecast is predicting that U.S. companies will increase their trade activity by 4.7% during the next 10 years. The top export growth markets predicted by the report are Peru, Turkey, and Brazil, which are expected to grow over 8%. The growth of these and other emerging markets is expected to overcome the effects of the economic slowdown in Europe. Biochemicals and telecommunications will be the fastest-growing non-commodity export sectors, according to the report.

To help the U.S. meet or even exceed HSBC's expectations, make sure you take advantage of the trade events in this newsletter to start growing your company's exports.

### Workshops, Classes, and Networking Events

#### July 11

The Importance of the HS Number, Preference Criteria, NAFTA Certificate of Origin and Essential Documentation for Exporting to Mexico

This event will be hosted by the Brazil-Texas Chamber of Commerce, AMCHAM Brazil, and the Brazil-U.S. Business Council. Check [braziltexas.org](http://braziltexas.org) for more details and information about previous Brazil Energy and Power conferences.

**September 12-13**

Telecom City Catwalk12 & DevCon  
\$312 1 day, \$567 2 days  
Karlskrona, Sweden

At Catwalk and DevCon, leading players and developers from the whole ICT industry meet up in Karlskrona, Sweden to network and discuss what trends and technologies that will affect future business. Listen to inspirational presentations about Innovation, Cloud, Internet of Things and Mobile Payments.

Catwalk offers opportunities to network and book individual meetings with other participants during the daily program as well as during lunches, breaks and festive evening arrangements.  
[Learn more](#)

**September 22**

2012 CTAUN Conference and GlobalAustin Citizen Diplomacy Summit- Promoting Tolerance: Solutions for Change  
9:00 am- 4:00 pm  
\$50 general, \$25 students  
Registration deadline- September 10  
Joe C. Thompson Center, UT-Austin

This conference for the Committee on Teaching About the United Nations (CTAUN) will provide an opportunity for educators, community members, and university students to gain knowledge of local and global trends and solutions in an effort to promote tolerance. Throughout this day, there will be keynotes, panelists, breakouts, and an info fair that will explore social, educational, and legal solutions for change.  
[Learn more and register](#)

**September 25-27**

North America's Super Corridor Coalition, Inc.

1:00-2:00 pm Central time

\$25

Webinar

In this U.S. Department of Commerce NAFTA webinar, you will learn about the documentation needed to export to Mexico, including the NAFTA Certificate of Origin. You will also learn how to find the right HS Number / Schedule B Number and preference criteria for your shipment.

[Learn more and register](#)

**July 12**

Doing Business with Pakistan

11:00 am- 3:00 pm

\$35 members, \$50 non-members

Federal Reserve Building

Houston, TX

The Pakistan Chamber of Commerce- USA presents this forum with a public and private sector delegation from Pakistan. Pakistan is the 28th largest economy in the world with a GDP of \$488 billion and 800 multinational firms are already successfully operating there. At this forum, the Consul General of Pakistan and the Trade Minister of Pakistan will discuss doing business in the country. The forum will also cover trade financing by EXIM Bank and OPIC. From 1:30-3:00 pm there will be networking and opportunities for private meetings with keynote speakers.

[Learn more](#)

[Register](#)

**July 12**

Smart Grid & Brazil: Opportunities for U.S. Green Tech Companies

12:00-1:00 pm Central Time

Free

Webinar

Did you know that investments in the smart grid in Brazil are supposed to hit expected to reach \$36.6 billion by 2022? With its booming economy, growing middle class and investments in city infrastructure, the existing electric grid in Brazil is strained and smart grid solutions are desperately needed. It's certain that smart grid development will also be critical to ready the country to host the 2014 World Cup and 2016 Summer Olympics. Join the webinar to find out how your company can participate in this growing market! U.S. smart grid & clean energy technology companies that are considering exporting to Brazil are encouraged to join this webinar! This webinar is the sixth in a series co-sponsored by the Brazil-U.S. Business Council and TradeRoots in partnership with the International Trade Administration (ITA) under the "Export Green: Brazil" project of the Market Cooperator Development Program.

[Learn more](#)

[Register](#)

**July 13**

Latin America Caribbean Forum:

Updates of the North American Development Bank

7:30 -9:00 am

\$10 members, \$20 non-members

Grossman International Center- UIW

San Antonio, TX

The Free Trade Alliance's Latin America & Caribbean Forum is a breakfast meeting for business people interested in issues relative to international trade and business. Speaker Geronimo Gutierrez has extensive professional experience and expertise in U.S.-Mexican relations and border affairs, having served as the Under Secretary for North America at the Mexican Ministry of Foreign Relations from 2003 to 2006. In addition, he was Under Secretary for Latin America and the Caribbean, and more recently served as Under Secretary of Government in the Ministry of Government. In the area of finance, he was the Head of Advisory Staff in the Mexican Ministry of Finance and Public Credit between 1992 and 1994 and an advisor for the Mexican development bank, Banco de Obras y Servicios Públicos.

[Learn more and register](#)

**July 17**

Coffee with Consul General Park Suk-Bum of South Korea

Conference  
\$375 member, academia,  
gov't/ \$425 non-member  
before August 1  
Winnipeg, Manitoba

This year's NASCO conference is devoted to Innovations & Security - critical assets to the ongoing success of multi-modal freight transport in North America. Topics covered will include the future of Canadian trade with the world, energy and shale developments, transport innovations, and logistics workforce development.

[Learn more](#)  
[Register](#)

**September 27-28**

Texas-Africa Business Summit  
\$235 One Day, \$450 Two  
Days  
James A. Baker III Institute  
for Public Policy, Rice  
University  
Houston, TX

The theme of the Second Bi-Annual Texas Africa Business Summit is "Rebranding Africa: Strategic Partnering for Economic Development." The summit's purpose is to initiate mutual public/private partnerships, promote economic growth, integration, and free trade between Texas and Africa. Participants will have the opportunity to network with key African and US private sector and government leaders, identify specific growth areas and hear detailed information about projects that are ripe for investment. Participants will also discover the latest financing options, meet potential business partners, as well as African Ambassadors and key government officials, and learn about the Africa policies of the Obama administration.

[Learn more](#)

**October 14-18**

U.S. Pavilion at GITEX  
Technology Week  
Pavilion Stand Cost: \$432 +  
\$600/sqm  
Dubai, UAE

GITEX delivers a leading platform for ICT professionals from around

8:30-9:30 am  
\$20 Free Trade Alliance members, \$30 non-members  
Plaza Club  
San Antonio, TX

Over 40 Korean companies are represented in Texas and trade between Korea and Texas amounted to 11.8 billion dollars in 2010. Korea is Texas' 5th largest export destination. Consul General Park Suk-Bum is in charge of cooperative works with five states, Arkansas, Louisiana, Mississippi, Oklahoma and Texas which includes 160,000 people of Korean-origin, mainly active in medical, aerospace, energy and small business fields. In addition, many 2nd and 3rd generation Koreans work as a bridge between Korea and the five states. Price includes breakfast and 2 hours parking at the Frost Bank tower.

[Learn more](#)

**July 18**

Exporting as a Creative Professional  
11:30 am- 1:00 pm  
201 E. 2nd Street  
Free

This Take It To the Next Level Class, offered by the City of Austin Cultural Arts Division in partnership with the International Economic Development Program, will provide artists of all types with the information they need to take their creative business global. Topics will include finding performing and exhibition opportunities overseas, marketing and travel considerations, going on tour or filming abroad with high-value equipment, and international trade shows for creative industries. Beverages and dessert provided. Attendees are welcome to bring a brown bag lunch.

[Learn more and register](#)

**July 19**

Mexico's Solar Market  
3:00 pm Central Time  
Webinar

Mexico is among the top-five countries with the greatest amount of solar radiation in the world, and solar developments in Mexico will be moving forward as costs decrease. Given Mexico's proximity to the United States, the absence of import duties on U.S. exports to Mexico (as a result of NAFTA), and Mexico's need for renewable energy resources, solar opportunities abound for U.S. companies looking to gain entrance into Mexico's market.

[Learn more](#)

**July 25**

Website Optimization to Attract International Buyers  
1:00-2:00 pm Central Time  
\$15  
Webinar

No matter the size of your business, the Internet is a great way to promote your products and generate orders worldwide. This U.S. Department of Commerce webinar focuses on how to maximize international exposure for your products and services. It covers using websites as an effective marketing channel; making your site "visible" to customers; search engine optimization; comparing Search Engine Optimization to Pay Per Clicks and attracting buyers from different countries to your site. The webinar will also help you understand how social media can optimize your international business strategies.

[Learn more](#)

[Register](#)

**July 31**

To Asia and Beyond: Access Opportunities at the Asia Television Forum  
7:00 pm Central Time  
Free  
Webinar

The Asian entertainment industry is exploding with choice and the Asia Television Forum offers a unique opportunity to network with key industry players. This webinar will highlight opportunities in the Asian market and provide insights from industry experts. Topics will include an overview of the

the world to meet and review a phenomenal showcase of leading technology brands, experience a host of interactive features and engage with industry leaders. Technology buyers visit GITEX Technology Week to source the right products and solutions to deliver continual innovation and transformation for their businesses. The exhibition attracts senior executives and more than 136,000 ICT professionals from over 135 countries covering a targeted framework of vertical sectors each year.

There are 12 targeted industry sectors, including cloud computing, digital media, mobile apps & content, and software solutions.

[Learn more about GITEX Pavilion](#)

#### October 22-24

U.S.-Mexico Border Energy Forum XIX  
Hermosillo, Sonora, Mexico

The Border Energy Forum gathers once a year to exchange information about the best ways to produce and consume energy in this fast-growing region, forge new partnerships and help each other work together on the twin goals of economic development and environmental protection and has become a cornerstone of energy policy and program development for the region.

[Learn more](#)



#### Trade Missions

##### July 23-25

Mexico City Trade Mission  
\$500 (does not include airfare or hotel)

In coordination with the Export Leaders Program, Free Trade Alliance will be leading a delegation to Mexico City to explore and connect with business

professionals from Mexico, expert topics from Mexico and other areas. Singapore film and TV market, U.S. Embassy Resources, how to maximize opportunities at the Asia Television Forum, and best practices from U.S. exhibitors.

[Learn more and register](#)

#### August 9

Multi-Ethnic Chamber Alliance (MECA) Career & Opportunities Expo  
9:00 am -2:00 pm  
Free  
Holiday Inn Austin Midtown  
Save the Date!

#### August 9

Ambassador Daniel T.C. Liao on the Present and Future of the Republic of China (Taiwan)  
6:00 pm  
Free  
Austin City Hall Council Chambers

The Taipei Economic and Cultural Office in Houston, the Austin Chapter of Taiwanese Chamber of Commerce, GlobalAustin, and the City of Austin present a speech by Ambassador Daniel T.C. Liao on the current political, cultural and economic situation in Taiwan. Taiwan is ranked by Washington D.C.-based Business Environment Risk Intelligence (BERI), as the 3rd best investment environment in the world. Taiwan is one of the United State's top ten trading partners. Ambassador Liao has held many interesting posts in service to his country, including: Ambassador to Tuvalu, a leading country in the battle against climate change; Section Chief in the Department of African Affairs; Councillor and Charge d'affaires to the Commonwealth of Dominica; and appointed to the Embassy of the Republic of China to Belize. He most recently accepted his post as the Director General of the Taipei Economic and Cultural Office in Houston.

[Learn more](#)

#### August 22nd and 28th

Preparing for the U.S. Grand Prix- Save the Dates!  
August 22- 6:00-7:45 pm  
August 28- 8:00-9:45 am  
Free  
Austin City Hall Council Chambers

The City of Austin wants to ensure that local businesses and organizations are prepared to welcome the estimated 300,000 visitors coming to Austin for the U.S. Grand Prix this November. We will be offering two free training sessions about preparing for the Grand Prix. Each session will cover the same topics.

Registration will be available soon. Topics to be covered include:

- What is Formula 1 (TM) racing?
- U.S. Grand Prix event schedule and fan activities
- Transportation concerns
- Serving global consumers
- How to stay informed leading up to and during the event

#### September 4

The Arab World Unbound: Tapping into the Power of 350 Million Consumers  
11:30 am- 1:00 pm  
\$20, includes lunch  
AT&T Executive Education Conference Center

Collectively the ninth-largest market in the world, the [Arab world](#) consists of 22 countries and has more than 350 million consumers. But the Arab market is generally not well understood by outsiders. This is your opportunity to learn about the Arab markets, based on Dr. Vijay Mahajan's first hand research and interviews. Professor Mahajan will peel away Western-world stereotypes of Arab consumers to reveal diverse, vibrant and entrepreneurial consumer markets. Through Mahajan's rich blend of data and anecdotal observations, you will learn how hundreds of local and multinational companies (such as Coca-Cola, Unilever, and Proctor & Gamble) have already learned how to respect the region's culture and religious norms and to create successful businesses in Arab markets. Mahajan will share their successful strategies.

[Learn more and register](#)

opportunities. The trade mission will include a meeting with a trade specialist to provide feedback on company goals, one-on-one business meetings with potential clients and important contacts, and business networking opportunities.

[Learn more](#)

#### **July 25-27**

Panama Trade Mission  
\$800  
Panama City

The U.S. Panama Business Council's Annual Trade Mission to Panama will cover sectors that are vital to the economy of Panama and have shown dramatic growth: Logistics, Trade, Infrastructure, Transportation, Energy & Mining, and Real Estate. The double digit economic growth of Panama and the possibilities that are being created by the USA-Panama Free Trade Agreement have generated excitement and optimism among the business community of Panama and overseas. The conference will be a perfect opportunity to address these opportunities. In addition the Commercial Service of the U.S. Embassy in Panama will be offering its "Gold Key Service" to those companies interested.

[Learn more](#)

#### **August 30-September 6**

Education Mission to Brazil  
Brasilia, Sao Paulo, Rio  
\$3,750

This mission will connect U.S. education institutions with potential students and university/institutional partners in Brazil. The mission will include student fairs, embassy briefings, site visits, and networking events. Appropriately accredited graduate, undergraduate, and community college programs are encouraged to apply. Nearly 9,000 Brazilian students studied in the U.S. in the 2010/11 school year, and this number will no doubt grow in coming years. A new Brazilian government program, Science Without Borders, provides scholarships to Brazilian undergraduate students to

#### **September 11-12**

Texas Goes Global and Green: How to Take Your Green Tech Global  
8:30 am - 4:30 pm  
\$75 two days, \$40 one day  
Greater San Marcos Partnership  
1340 Wonder World Dr. San Marcos, TX

Central Texas small and medium size enterprises with Green Technology products and services now have an opportunity to identify the best target foreign markets and opportunities for their company. This two day conference will provide your company with the knowledge and training to pursue new foreign markets. If your company has been hesitant about expanding internationally but felt there was opportunities outside the U.S., these sessions will identify those markets along with the knowledge skills needed to pursue business outside the U.S.

[Learn more and register](#)

#### **September 12**

NAFTA Series- Solutions Scenarios: Inbound Warehouses, Sending Samples to Mexico, Trading Companies  
1:00-2:00 pm Central Time  
\$25  
Webinar

This U.S. Department of Commerce NAFTA webinar will help you understand the benefits of inbound warehouses and trading companies under NAFTA; how to send samples to Mexico without any problems and how to arrive at solutions when exporting to Mexico.

[Learn more and register](#)

#### **September 20**

Introduction to Incoterms®  
9:00 -11:30 am  
\$160  
201 E. 2nd Street

Incoterms® rules provide internationally accepted definitions and rules of interpretation for most common commercial terms by clarifying the tasks, costs and risks involved in the delivery of goods from sellers to buyers. See how the 2010 revision changed some of the terms and how they work. Included with this session, everyone will receive a copy of the official 2010 ICC Incoterms® publication.

[Learn more and register](#)

#### **October 10**

Compliance, Standards and Regulations to Exporting Goods to Mexico  
1:00-2:00 pm Central Time  
\$25  
Webinar

In this U.S. Department of Commerce NAFTA webinar, you will learn about the about Mexican Customs compliance measurements under NAFTA. You will also learn about the standards, regulations, proper documentation, authorization and requirements needed when exporting to Mexico.

[Learn more and register](#)

#### **October 27 - December 15**

Certificated Global Business Professional (CGBP) Exam Prep Course  
Saturday's 9:00 am-3:00 pm.  
Registration Ends October 17  
International Business Institute at Austin Community College  
Highland Business Center

The International Business Institute at ACC is offering a course designed to help prepare students and business professionals to take the CGBP Exam.

The NASBITE CGBP certification provides a benchmark for competency in global commerce. The CGBP designation demonstrates an individual's ability to conduct global business. Topics include: Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance.

[Learn more](#)

study in a STEM field at U.S. colleges and universities.

[Learn more](#)

#### October 15-17

Smart Grid Trade Mission to London  
App. deadline - August 17  
\$1,200 SMEs, \$2,350 large firms

The UK is the foremost market in the rapidly developing smart grid sector in Europe. This U.S. Dep't of Commerce trade mission will help U.S. companies obtain market information, establish business and government contacts, solidify business strategies, and/or advance specific projects.

[Learn more](#)

#### October 29- November 2

Life Sciences Mission to Australia  
App. deadline- July 15  
\$4,504 SMEs, \$5,321 large firms  
Melbourne, AUS

U.S. mission members will be briefed by International Trade Administration CS staff, and other key U.S. government officials. Senior American Consulate officials will host a networking event for the group with Australian biotech and life science industry organizations and multipliers. During the mission, U.S. participants will benefit from attending the AusBiotech National Conference, customized one-on-one matchmaking with potential partners using the biopartnering.com platform, an efficient and easy to use personalized intelligent scheduling internet platform that facilitates scheduling appointments to connect with key people. A site visit to Australia's top biotech company and/or leading research institution will be offered.

[Learn more](#)

#### November 26-30

Multi-Sector Mission to South Africa and Zambia  
App. deadline- Oct. 5  
\$4,350 SMEs, \$4,900 large firms

The purpose of this trade mission is to deepen trade

## News and Announcements

The [Texas Intensive English Program](#) is looking for homestay hosts for two upcoming programs. A group of 55 high school students from Mishima, Japan need hosts for a weekend homestay, **July 27-29**. Hosts will receive a \$100 stipend. Month-long homestay hosts are also needed for a teacher training program for English teachers from Japan through the Ministry of Higher Education, **July 26- August 26**. These hosts will receive a stipend of \$950 for the month and will need to provide transportation to and from training Monday-Friday for their participant. If you are interested in this opportunity, please [contact Erica Cerza](#) as soon as possible.

The **Austin-Lima Sister Cities Committee** presents its sixth annual **art exhibition of work by artists from North America and Peru** and has put out a call for entries. This exhibition is open to all artists in any media and is devoted to fostering a cultural exchange between Peru and the United States, and especially between Lima and Austin. The theme of the exhibition is **Art Across the Americas**. The deadline to apply is **July 16th**.

[Download the application here.](#)

**GlobalAustin is currently seeking a homestay host**, during the 2012-13 academic year, for a participant in the **Congress-Bundestag Youth Exchange for Young Professionals** (CBYX). CBYX is a reciprocal scholarship program funded by the U.S. Congress and German Parliament (Bundestag). This participant is a young man who will be studying at Austin Community College. It is anticipated that he will arrive on or shortly before **August 20th**. The homestay host will be provided a monthly stipend of up to \$225 and is expected to provide a private bedroom for the participant and two meals a day. The participant will provide his own transportation. If you are interested in this opportunity, please contact [william.hayden@austinacc.edu](mailto:william.hayden@austinacc.edu) or [globalaustin1@aol.com](mailto:globalaustin1@aol.com) for additional information.

The Art in Public Places Program (AIPP) and artists Sunyong Chung and Philippe Klinefelter invite the citizens of Austin to **submit stones from Asia** for inclusion in a proposed mosaic at the **Asian American Resource Center**. AIPP has commissioned Chung and Klinefelter to create artwork for the new facility to be located at 8401 Cameron Road. The artists hope to receive stones from every Asian country so that **each nation will be represented within the artwork**. Stones will be accepted until **September 1, 2012** or until one stone from each country is donated, whichever comes first. [Click here to learn more and see the donation guidelines.](#)

The **Cultural Exchange Fund**, an initiative of the Association of Performing Arts Presenters, is a **travel subsidy program** that assists U.S.-based presenters in building partnerships with **international touring artists**, companies, and their collaborators. Travel to the Middle East, Asia, Latin America, and Africa is strongly encouraged. The remaining application deadline for 2012 is **November 16th**. Learn more and apply [here](#).

On **July 13th** and every other Friday, the **Honorary Consul General Bernard Buecker** provides office hours at the International Center of Austin at 201 East Second Street from 10:00 am- 3:00 pm. Individuals requiring authentication of a German document, German notarization, matters involving German inheritance, business or other general matters may arrange an appointment by calling (210) 226-1788.

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## Other Resources

[City of Austin Small Business Development Program](#)

[City of Austin Emerging Technologies Program](#)

[City of Austin Cultural Arts Division](#)

[City of Austin Music Division](#)

[U.S. Department of Commerce Austin Export Assistance Center](#)

[Texas State Small Business Development Center](#)

ties with South Africa and to explore export opportunities to Zambia in the agriculture, mining, energy, and transportation industries. The Commerce Department will help U.S. firms find customers and business partners in Johannesburg and Cape Town, South Africa, and Ndola, and Lusaka, Zambia.

[Learn more](#)

**March 10-14, 2013**

Trade Mission to Egypt and Kuwait

App. deadline- Dec 14  
\$3,350 SMEs, \$4,230 large firms

This U.S. Dep't of Commerce Trade Mission will explore opportunities in the energy, renewable energy, infrastructure and safety and security technology sectors and help participating firms gain market insights, make industry contacts, solidify business strategies, and advance specific projects.

[Learn more](#)

[UTSA International Trade Center](#)

[Office of the Governor Economic Development Division](#)

[Greater Austin Chamber of Commerce](#)

[Greater Austin Hispanic Chamber of Commerce](#)

[Greater Austin Asian Chamber of Commerce](#)

[Capital City African American Chamber of Commerce](#)

[Austin Gay and Lesbian Chamber of Commerce](#)

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Please note: if you would like to opt out of receiving future emails from the International Program, please click the **"Manage Your Preferences"** link below instead of the "Opt Out" link. If you also receive emails from the City of Austin's Emerging Technologies Program, clicking the "Opt Out" link will automatically remove you from both the International Program mailing list and the Emerging Technologies mailing list.

*Note: Links to web sites are for the convenience of the user. Such links and use do not constitute an express or implied endorsement or approval of any web site, or of the products or services of specifically identified companies or of any of the private or non-profit entities. This information does not reflect an endorsement of these events, organizations, or companies, and therefore assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this information.*

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